

# Julia Wayne

Writer, Editor, Content Strategist, Social Media Consultant

Objective: To use my significant storytelling skills to help dynamic companies expand their storytelling methods and brand strategy.

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## EXPERIENCE

### Metropolitan Market, Seattle — Content Specialist

JUNE 2014 - PRESENT

- Visit, interview, and interface with vendor partners to tell their stories.
- Transformed digital and print marketing collateral to tell vendor and product stories in compelling, informative marketing pieces that increase sales across showcased products.
- Optimize social media efforts, managing and growing communities on Facebook (40%), Twitter (35%), and Instagram (100%).
- Responsible for internal communications, including memos from CEO, plus press releases, team member product education.
- Manage a graphic designer and work collaboratively with the product team on a monthly 8-16 page full-color, in-store marketing piece customers regularly collect.
- Create video and pictures for print and social media.

### Freelance Writer

JANUARY 2010 - PRESENT

- Research, pitch, and write features and news stories on chefs, food trends, beer, wine, cider, spirits, travel, and sports.
- Specialize in interviews, making people from diverse backgrounds comfortable in the process while creating compelling articles.
- Print work has appeared in: Sip Northwest, Cidercraft, Seattle magazine, Edible Seattle, Seattle Weekly, and The Stranger.
- Online, I write for Munchies (Vice's food site), Sip NW, Eater Seattle, Stacked Magazine, Sportspress Northwest, Seahawks.com, and more.

### Wetpaint, Seattle — Editor; Editor at Large

SEPTEMBER 2012 - JUNE 2014; Present

- Directed a category (The Bachelor franchise) which accounted for 4-5 Million unique users each month, writing up to 10 stories daily.
- Managed a pool of freelancers and a budget to scale work.
- Collaborated with social media and SEO editors to increase followers and grow and retain fan base.
- Analyzed article performance with Chartbeat, SERP trackers, and Google Analytics to flag and describe trends.

## SKILLS

Extraordinary writer able to move smoothly between voices

Instinctive editor with mentoring talents

Dynamic researcher with a keen sense of relevancy

Experienced with advanced analytics and structural equation models

Networking professional with a knack for gaining trust and maintaining relationships

## INTERESTS

### Cooking

Have taken 30+ cooking classes in areas such as advanced Thai curries, Indian dosas, and soup dumplings.

### Food Politics

Served as member of the Slow Food Board of Directors for three years

### Music

Managed a band, created a music website, and volunteer with KEXP

## EDUCATION

### **Scripps College, Claremont** — *B.A. Psychology with Honors*

2003 - 2007

- Dean's List 7 semesters, Psi Chi President, Student Government Vice President, Junior Class President, Board of Trustees Student Member.
- Wrote a two-semester thesis focused on predictors of negotiation in structured and casual settings, using structural equation modeling and path modeling in findings.

### **Additional Education**

- Have taken additional courses at School of Visual Concepts in content strategy, writing for social media, and have an upcoming course (beginning 9/27) in HTML/CSS.
- Took classes in advanced food photography, iPhone video creation, and Facebook ad creation and tracking.
- Fluent in Spanish, with 27 years experience with the language. Conversational French (4 years education) and ASL (2 years).

## SPECIAL PROJECTS

### **The Passport Program** — *Seattle City Manager*

2016

- Identified key bar and restaurant partners and recruited them to a summer drinks discount program, in a handy passport form.
- Managed all communication with partners, based on a highly structured project blueprint.
- Communicated with influencers, managed social media, and reached out to media to gain traction for sales and sponsorship.

### **NYT Best Selling Book** — *Social Media Director*

2014-2015

- Managed social media for Bachelor star Courtney Robertson's release of her book, increasing followers by 18%.
- Helped her make the NY Times Bestseller list for several weeks running (for hardcover release, paperback, and book on tape releases).

### **Tastemade** — *Tastemaker (Video Producer)*

2014 - 2015

- Created 1-minute videos showcasing the best restaurants, what to order, and insider tips about each location.
- Nationally ranked as a top Tastemaker, based on engagement.